



## Peshwa Acharya

Peshwa Acharya is an entrepreneur and an accomplished Management Professional with over 25 years of work experience. He has worked with some of the world's most accomplished Companies & Brands across FMCG, Retail, Telecom, Technology, E commerce, Hospitality domains. He has been instrumental in setting up & building some of India's largest brands & businesses at P&G, Pepsi, Vodafone, Reliance Retail, Reckitt Benckiser, Dabur & also start-ups like Housing.com, AppsDaiiy.

An alumnus of IIM Calcutta & IIT Kharagpur, Peshwa has worked across Indian Subcontinent, Asia and Africa. Deeply driven by Consumer Insights & Innovation, he encourages creative thinking yet data driven approach towards any business problem-solving. His business vision is to create technology-driven products, Services & platforms to solve real issues. He is a firm believer that Marketing should integrate customer experiences & digital technology, and has constantly Innovated to go beyond Communications & Brand management .

He is actively associated with the education sector and works to impart his knowledge and time to several management institutes and universities. He actively mentors' start-ups, executives and future leaders at organizations and helps shape the Nation.

Peshwa was selected as the First CEO of IIT Bombay Research & Innovation Park (ASPIRE). A consistent go-getter, Peshwa has also founded his own entrepreneurial ventures: Think as Consumer, Leven Healthcare, Rocketperks. He currently is the Chief Marketing Officer (CMO) at Sterling Holiday Resorts Ltd (A Thomas Cook and Fairfax company).

Among his passions, Peshwa loves travelling the globe across destinations, experiencing new ethnic cuisines, writing & reading on "Innovation/ Organizational Culture". He also has a special interest in mentoring and investing behind "Start-ups" and Young Entrepreneurs. He can be reached on [peshwa@thinaksconsumer.com](mailto:peshwa@thinaksconsumer.com). [Learn more on: [Web](#) | [LinkedIn](#)]

